

### **REMARKS**

A final Office Action was mailed on September 29, 2004. Claims 1 – 10 are currently pending in the application. Applicant amends claims 1 - 10. No new matter is introduced.

#### **REJECTION UNDER 35 U.S.C. §§ 102, 103**

Claims 1 – 5, 8 and 9 are rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 6,529,159 to Fan et al. Claims 6 and 7 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Fan in view of U.S. Patent No. 6,584,320 to Kawamoto. Claim 10 is rejected under 35 U.S.C. § 103(a) as being unpatentable over Fan in view of U.S. Patent No. 6,677,894 to Sheynblat et al. Applicants amend claims 1 – 10 to further clarify the nature of their invention, and respectfully traverse the rejections.

In a Response of July 8, 2004 to the Office Action of March 10, 2004, Applicants made the following arguments:

Fan discloses a method for distributing locating-relevant information to a wireless user from a server and returning location-relevant information of a wireless user to a server, based on a specified GPS position of the wireless user (see, e.g., abstract and FIG. 1 of Fan). Fan employs a data processing unit 38 in the server that maintains positional information for mobile users in order to determine which outbound data packages are to be delivered to which mobile users.

In contrast to Applicants' claimed invention, Fan fails to explicitly disclose a second database that stores distribution conditions of an information provider, and a third database that stores receiving conditions of registered users. As Fan teaches means by which a user may make an active query to obtain information of a specified type (information "pull"; see, e.g., FIGs. 12, 13 and column 7, lines 6 – 30 of Fan), Fan effectively teaches away from Applicants' claimed means for collecting and storing receiving conditions of a user to for determining whether to distribute information to the user (information "push"). ... These limitations are also neither disclosed nor suggested by combining Fan with Kawamoto and/or Sheynblat.

In the present Action, the Examiner again suggests that Fan discloses each of the

limitations of Applicants' claim 1, citing FIGs. 1, 2, 7, 12 and 14 and column 1, line 49 through column 2, line 2, column 3, lines 1 - 22 and 53 to 63, column 4, lines 48 - 67, column 5, lines 1 - 10 and 20 - 22, column 5, line 66 through column 6, line 18, column 6, lines 19 - 26, column 7, lines 13 - 16, column 8, lines 19 - 29, column 9, lines 37 - 42, column 11, lines 13 - 51, and column 12, lines 14 - 42.

In the interests of prosecution efficiency, Applicants amend independent claims as follows:

**Claim 1 (previously presented)** A server system for distributing contents to portable mobile terminals in a specific area, comprising:

a first database for storing contents related to the specific area where the contents distribution service is provided to registered users of the portable mobile terminals;

a second database for storing contents to be distributed which are prepared by an information provider and a distribution condition thereof which is specified by the information provider;

a third database for storing registered users and a receiving condition of the distributed contents which is specified by the registered users;

means for receiving position information from the portable mobile terminals of the registered users;

determining means for determining whether the received position information is located in the specified area stored in the first database; and

content distribution means for automatically distributing the contents to be distributed satisfying the distribution condition stored in the second database and the receiving condition stored in the third database, to the corresponding portable mobile terminals of the registered users located in the specified area which is determined by the determining means.

With regard to amended independent claim 1 and Fan, Applicants substantially repeat the arguments made in the Response of July 8, and make the following additional arguments.

Applicants amend claim 1 to recite "contents" rather than "information", to emphasize that the distribution performed by the server system is directed to content that is for example

displayed on a mobile terminal for viewing by a user, rather than registration and signaling information as may be used by a mobile terminal to facilitate communications with the server.

Applicants respectfully submit that Fan fails to disclose or suggest Applicants' claimed content distribution means for automatically distributing content contents to a mobile terminal when both a distribution condition of the contents provider and a receiving condition for a registered user located in the specified area are satisfied. For example, although Fan discloses that a manager of a class of vehicles (e.g., taxis) may use the system of Fan to monitor the position of a group of taxis (see, e.g., column 9, lines 12 – 26 of Fan), and it is assumed arguendo that the manager can distribute contents according to this “distribution condition” to the group of taxis, Fan nowhere discloses or suggests that the distribution may be further limited according to a receiving condition specified by a registered user. In otherwords, Fan fails to disclose or suggest a mechanism by which the manager is only able to distribute contents to members of the group of taxis according to a receiving condition set by the individual taxis.

Accordingly, for the reasons cited above, Applicants respectfully submit that independent claim 1 is not anticipated or made obvious by any combination of the references, and is therefore in condition for allowance. As claims 2 – 10 each depend from allowable claim 1, Applicants further submit that claims 2 – 10 are allowable for at least this reason.

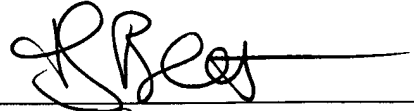
## CONCLUSION

An earnest effort has been made to be fully responsive to the Examiner's objections. In view of the above amendments and remarks, it is believed that claims 1 – 10, consisting of independent claim 1 and the claims dependent therefrom, are in condition for allowance. Passage of this case to allowance is earnestly solicited. However, if for any reason the Examiner should consider this application not to be in condition for allowance, he is respectfully requested

to telephone the undersigned attorney at the number listed below prior to issuing a further  
Action.

Any fee due with this paper may be charged on Deposit Account 50-1290.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'T. Bean', is written over a horizontal line.

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